Awesome Merchandise chose Konica Minolta to ‘enable their business’, through the addition of new technology. This has meant they can produce more work, in a shorter time frame, allowing their customers to benefit from quicker job turnaround and a more streamlined service.
Initially I spent a fortune on ink jet cartridges as the business rapidly expanded. I bought a series of bigger and better printers, but would always reach a point where they would be run into the ground as business volumes increased”, says Luke. A strong source of early business that continues today is production of posters for promoters of live events and concerts. “We deal with many interesting groups of people every day including bands, businesses, charities, nightclubs, sports teams, schools, universities, artists and many more. This variety of clients means we are experienced in meeting a wide range of needs from some of the biggest record labels and companies in the UK through to fourteen year olds who are starting their first band”, Luke confirms. Today the company employs 28 staff and produces a wide range of print and customised promotional goods.

To keep up with demand after three years Awesome Merchandise bought a sophisticated digital multifunction printer, but 18 months ago realised that it too was beginning to be overwhelmed by the volume of work. “It was a good machine but we were pushing it to the limits of its ability. As a result we were suffering from quality and productivity problems. It became very labour intensive to run because we needed overtime to cope with the bottlenecks caused by breakdowns.”

Luke and his team began researching the market for a replacement high-speed colour digital production printer. “We knew Konica Minolta had a good reputation in the market, we saw the bizhub PRESS C8000 at the Drupa exhibition and were impressed by both the machine build and the quality of the output.”

The bizhub PRESS C8000 has a print speed of up to 80 pages per minute in colour and mono and an expandable input capacity of up to 10,760 sheets. The bizhub PRESS C8000 handles monthly volumes of around 500,000 prints with ease. A robust new eight-beam laser engine and eight bit full colour resolution at 1,200 by 1,200dpi, mean the bizhub PRESS C8000 represents a turning point for digital colour stability and quality even on long print runs.

“In addition to the system we liked the Konica Minolta team. They were helpful, supportive and provided us with advice on additional finishing equipment to increase our productivity. So not only did we order the bizhub PRESS C8000, we also ordered a Morgana Card Extra Plus machine for business card production and a Nagel Flexo Die machine for specialist die cutting through Konica Minolta.”

The bizhub PRESS C8000 was installed for Awesome Merchandise with a Fiery RIP. “The installation was very smooth and we were up and running straight away. We had initial training and then more in depth training on managing hot folders and other workflow processes.”

Following installation Luke has been pleased with the performance of the bizhub PRESS C8000. “It eats up work, so we have been able to increase throughput due to the process efficiencies. Poster printing and cutting which were very labour intensive have been largely automated because of the new equipment Konica Minolta supplied. Although we are still expanding the range of jobs and the volume of work, the bizhub PRESS C8000 has plenty of capacity to meet the increasing demand.”

Luke has also been impressed with Konica Minolta’s after sales support. “We’ve been delighted with the account management and impressed with their professionalism both prior to and post installation. Engineering service has also been prompt and efficient. My team and I are glad we made the decision to go with Konica Minolta.”

Ends.

For further information, please contact: KONICA MINOLTA PRESS TEAM 01268 644416 press@konicaminolta.co.uk
Notes

1. Konica Minolta Holdings Inc was established in 1936, has 36,000 employees and has global reach across 40 Countries in Europe, UAE, Asia Pacific, Africa and the Americas. The global HQ is located in Japan, our European HQ is in Germany and our UK HQ is in Essex.

2. Established in the UK in 1973, Konica Minolta Business Solutions (UK) trades as the UK HQ and is supported with 17 direct sales and service centres along with over 90 independent dealerships.

3. Specialising in the provision of Multi-Functional, Print Production Devices and Optimised Print Solutions, our best in class team offers specialist support, advice and consultancy to the commercial, public and governmental sectors.

4. Our strategy has our customers at its core. With strong and mutually beneficial customer partnerships, our aim is to achieve mutual sustainable growth through technological innovation. We bring flexible solutions that not only meet our customer expectations, but exceed them, time after time.

5. Konica Minolta is a true service provider taking a holistic approach to customer needs based on customer intimacy and adaptive business processes tailored to customer requirements. This approach can be best summarised as ‘giving shape to ideas’. Konica Minolta’s Optimized Print Services (OPS) programme encompasses document workflow management solutions for SMBs, large enterprises and the public sector. This allows customers in all sectors to focus on core business activities while we deliver optimised document workflow solutions.

6. Konica Minolta is a patron of the UK’s leading youth charity The Prince’s Trust. Founded by HRH the Prince of Wales in 1976, The Prince’s Trust gives practical and financial support to over 50,000 disadvantaged young people every year, giving them the skills and confidence to find a job. With more than a million young people struggling to find a job, youth unemployment is estimated to cost the UK economy £155 million a week in benefits and lost productivity. This commitment is part of Konica Minolta’s ongoing policy of Corporate Social Responsibility.